

## Board Delays Action on New Policy for On-Campus Clubs

A proposed change in school district policies towards student clubs in the high schools was tabled at the request of Dr. Kurt Shery at Monday's meeting of the Board of Education.

Dr. Shery asked that the item be tabled until the second meeting in January, at which time he would demonstrate to the board a paragraph barring school sponsorship of "organizations largely or entirely sponsored by non-school groups" should be removed.

Dr. Shery made specific reference to Key Clubs, an organization which is sponsored at many high schools by the Kiwanis International. Torrance has no Key Clubs.

The item will be placed on the agenda for Jan. 20, 1964.

# Lifetime Membership Was Something a Little Less

by Reynolds Knight  
An old Latin phrase, "caveat emptor," meaning "let the buyer beware," still has pertinency in U. S. business and

commerce today, despite the many regulatory codes and government bodies that try to protect the unwary buyer.

Rarely, of course, are major industries or large companies and retail establishments involved in playing the consumer for a sucker; they have too much to lose through the ill will that can be generated by resultant publicity and word-

of-mouth reporting. Yet this past week has seen a vigorously promoted nationally operating chain of gymnasiums and health parlors figure in a debacle whereby millions of consumer dollars probably will be wiped out.

Several years ago the chain's operators made hay by offering long-term and "lifetime membership privileges" for as much

as \$500. Many exercise-loving men and women paid up. Now their money is out the window, as many of the chain's local gymnasiums have closed down and creditors are taking over to recoup part of their losses.

A few years ago a similar situation threatened subscribers to a dance instruction business, also operated nationally. However, legal and finan-

cial moves in that case saved the day for subscribers.

In commenting on the current gymnasium case, New York's attorney general observed that the biggest area of risk for the public is "lifetime membership" bait; it is sound impressive, but what insurance is there against the possibility that the service might fold?

**PROSPERITY TURNS**—When American families seek better living conditions they influence the destinies of many "lucky" industries.

The near-record home construction and modernization pace of 1963, for example, has been matched by a sharp rise in sales of home appliances and equipment.

As the new homes went up, shipments of major gas household equipment rose 8 per cent, gas utilities added 1,000,000 new customers to their lines, and LP-gas (bottled liquefied petroleum) dealers started serving another 500,000 families in the suburban and rural areas of the nation.

In the same period, according to the Gas Appliance Manufacturers Assn., appliance and equipment dealers sold 2,030,000 new gas ranges, 570,000 gas clothes dryers, 2,705,000 gas water heaters, 1,375,000 gas central heating systems and 1,710,000 units of non-central househeating equipment.

The 1963 manufacturer shipments were all-time highs for built-in gas ranges, gas furnaces, gas boilers and gas central heating equipment as a whole. The quickened pace is expected to continue into the new year, helping the gas appliance industry reach even higher levels in 1964, GAMA predicts.

**LET US SPRAY**—Americans spend millions each year to buy snow. Not the cold crystals from clouds, but fluffy white stuff sprayed from cans onto Christmas trees, windows and other places for holiday atmosphere.

Another pushbutton favorite, the air freshener, also is playing a bigger-than-ever role in holiday entertaining. Manufacturers are dressing up packages to make them look attractive "out in the open" in guest rooms, for example, and not like objects to be kept out of sight in a closet.

One leading maker, Johnson's Wax, whose Glade Mist air freshener twice has been chosen the country's best-designed aerosol package, now is suggesting that party-givers can make the fragrance of their home an identifying mark not unlike that of a woman's personal perfume. More than 60 million cans of air fresheners are produced each year.

But probably the most important "decoration" at any party—the ladies' coiffures—accounts for the most pushbutton activity, by far. Nearly a quarter of all the billion aerosol cans filled each year contain hair spray!

**THINGS TO COME**—A Chicago food processor has developed a flash-freezing technique for keeping tomatoes fresh; previously known freezing methods always left the tomatoes an unusable pulp when thawed. A Philadelphia firm is offering a device that emits ultrasonic sound waves that literally drive rats and mice crazy; the maker says the rodent-chasing device is applicable not only for homes but also warehouses, flour mills, and other commercial places subject to infestation. Auto owners are offered a new type of compass, the indicator needle of which jiggles about less than in previously available types; the \$7 item is positioned atop the dashboard and comes in different colors to harmonize with the auto's interior.

**ON THE WANE**—For the second straight year there's a noticeable trend away from the traditionally boisterous Christmas party for white-collar workers. In this area, the number of firms planning such festivities is off by nearly 10 per cent. Advertising agencies especially are turning away from the custom: one agency recently held a vote for all its employees, who chose to take a half-day rather than "whoop it up" in the firm's offices at company expense.

**BITS O' BUSINESS**—Industry spending for new plants and equipment is expected to continue advancing in 1964's first half, when it will reach an annual rate of \$41.7 billion. Steel production, which normally declines in December, is posting continuing gains, with output in the month's first week up about 8 per cent over the same 1962 week.

Culture looks beyond machinery. Culture has one great passion—the passion for sweetness and light. —Matthew Arnold

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## California Grown TURKEYS

Look For This Seal... Your Assurance of Top Quality!

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**U.S.D.A. GRADE A—READY FOR THE OVEN**

**YOUNG TOMS**  
CALIFORNIAN or Armour Star... 18-22 Lbs. Avg... **35¢/lb**

**YOUNG HENS**  
Armour Star or Californian 10-13 Lbs. Avg. **39¢/lb**

Order Now! FRESH TURKEYS  
Von's Table King PREMIUM QUALITY YOUNG HENS AND TOMS... PERSONALLY SELECTED... THE PICK OF THE FLOCK!

**ARMY POLLY'S DRESSING**  
From Von's Bakery 13 OZ. Southern Style. BOX **49¢**

Armour Star **STUFFED TURKEYS**  
7.9 LB. JUNIORS PEPPERIDGE FARM HERB SEASONED DRESSING **59¢**

Armour Will Pay You \$1.00 for Trying This Special Turkey... Save Time and Money! Get Details of the Meat Dept.

ARMOUR STAR—6 TO 7 LB. GRADE A **Young Geese 59¢**  
OVEN-READY, 4 TO 5 LB. GRADE A **Fancy Ducks 49¢**

Fresh Dressed **ROASTING CHICKENS** CALIFORNIAN GROWN MEATY 4.5 LBS. AVG. U.S.D.A. GRADE A **49¢**

**JOHNSTON'S PIES**  
Apple, Pumpkin, Mince  
FROZEN LARGE 9 INCH **49¢**  
SAVE 20¢

**VON'S MARGARINE**  
Pure Vegetable  
1 LB. CTN. **10¢**  
SAVE 9¢

**ICE CREAM**  
Jerseymaid—Catering Quality  
1/2 GAL. CTN. **59¢**  
SAVE 10¢

**VON'S SHORTENING**  
Pure Vegetable  
3 LB. CAN. **49¢**  
SAVE 10¢

**BROWN SUGAR**  
Spreckels—Light or Dark  
1 LB. PKG. **25¢**  
FOR 25¢

## Farmer John HAMS

FULLY COOKED

Lean, Tender, Tasty... Eastern Corn-Fed Quality, Deep Smoked the Farmer John Slow Western Way

**Full Shank Half 37¢/lb**

**VON'S HOLIDAY FAVORITES IN THE PRODUCE DEPT.**

## ORANGES

Large Size Sunkist Seedless Navel Variety

Extra Fancy, Sweet and Juicy... Buy Plenty at this Price for the Holiday Fruit Bowl!

**10¢/lb**

**Red Velvet Yams** FANCY U.S. NO. 1 **3:29¢**

**Fresh Celery** EXTRA FANCY—CRISP, LARGE STALKS BUY EXTRA FOR YOUR POULTRY STUFFING! **8¢**

**Fancy Pecans** NEW CROP, NATURAL LARGE, THIN-SHELL **29¢/lb**

**Gift Packs** No. 150—FANCY DRIED AND GLACED FRUITS IN 1 1/2 LB. WOVEN BASKET **\$1.98**

**Hills Bros. Coffee** 2 LB. CAN 3 LB. CAN **59¢**

**Kem's Preserves** STRAWBERRY, GRAPE, APRICOT-PINEAPPLE 20 OZ. JAR **39¢**

**Thrill Detergent** FOR DISHES 13 OZ. PLASTIC BTL. INCLUDES 7¢ OFF **25¢**

**Party Mix Nuts** LAURA SCUDDER'S 13 OZ. VACUUM CAN **69¢**

**Cake Mixes** BETTY CROCKER'S—ASSORTED 19 OZ. PKG.—INCLUDES 4¢ OFF **3:51**

**CHRISTMAS GIFT-WRAP PAPER**

Trio Pack—Foil or Paper  
26 Inches Wide

3-ROLL PACK SPECIAL PRICE... **39¢**

Christmas **CANDY CANES** ea. **10¢**

**Sara Lee COFFEE CAKES**  
All Butter or Cinnamon-Nut

FROZEN 12 OZ. PKG. **69¢**  
SAVE 20¢

**Yule Want List**

OCEAN SPREAD—JELLED OR WHOLE **49¢**

Cranberry Sauce 200 CAN 2 **49¢**

PRINCIPALS—CUT OR WHOLE **29¢**

Golden Yams 10 OZ. STICK **29¢**

FRANCIS'S PREPARED **17¢**

Salad Mustard 9 OZ. JAR **29¢**

SAH FERNANDO—LARGE **29¢**

Pitted Ripe Olives 10 OZ. CAN **39¢**

PETER PUFF **39¢**

Whole Sweet Pickles 32 OZ. JAR **39¢**

**Schilling**

HOLIDAY SEASONINGS

Poultry Seasoning 1/2 oz. .... **17¢**

Pumpkin Pie Spice 1 1/2 oz. .... **29¢**

GROUND SAGE 1 1/2 oz. .... **21¢**

GROUND CINNAMON 1 1/2 oz. .... **23¢**

GROUND NUTMEG 1 1/2 oz. .... **49¢**

**VON'S SPECIALS IN THE DELICATESSEN**

**Hormel Canned HAM**

5-LB. CAN **\$3.79**

Lean, Tender, Waste Free... Just Heat 'n Eat. Ham is Handy for Quick Meals, Holiday Entertaining.

**Green Giant FROZEN VEGETABLES**

Fully Seasoned—Heat 'n Eat

NIBLETS CORN, MEXICORN, 10 OZ. PKG. **3:51**

SLICED GREEN BEANS, ITALIAN STYLE GREEN BEANS, LITTLE PEAS, BROCCOLI SPEARS, BABY LIMAS, BRUSSELS SPROUTS

**VON'S BAKERY BUYS**

**Fresh PIES**

PUMPKIN OR MINCE **59¢**

Deep 8-Inch

**BROWN 'n SERVE ROLLS**

12 Twin Rolls 23¢, 12 Reg. Rolls in Full Pan **31¢**

**VON'S FRUIT CAKES**

FAMILY STYLE 1 1/2 LBS. **69¢**

EXTRA FANCY 1 1/2 LBS. **98¢**

1 1/2 LBS. **125¢**

1 1/2 LBS. **188¢**

2 1/2 LBS. **250¢**

**All Meat Franks** FARMER JOHN 1-LB. CELLO PKG. **49¢**

**Cream Cheese** BORDEN'S—FRESH! LARGE 8-OZ. PKG. **29¢**

**Mince Meat** OUR OWN—BRANDIED, OLD FASHION, 1-LB. CUP. **39¢**

**Glacé Fruit Mix** VON'S OWN! 1-LB. CUP **49¢**

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**FYFE & SCOTT SCOTCH**

IMPORTED—86 PROOF

**\$4.59**

FIFTH SAVE 40¢

**COLONEL TYLER BOURBON**

STRAIGHT KENTUCKY—86 PR.

**\$3.59**

FIFTH SAVE 40¢

**FIVE O'CLOCK GIN** 85 Proof FIFTH **3.59**

**CARNIVAL CHAMPAGNE** Reg. or FIFTH **1.99**

**V.G.C. LIQUEURS** De Menthe or De Cocoa FIFTH **2.99**

**BARCLAY BRANDY** California Brandy 80 Proof FIFTH **4.39**

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| L.W. Harper    | Reg. 100 Pk. 67¢ | FIFTH 67¢  | Walker's Deluxe       | Reg. 5.00 | FIFTH 5.00 |
| Early Times    | Reg. 5.27        | FIFTH 5.27 | Haig & Haig Pinch     | Reg. 8.90 | FIFTH 8.90 |
| Seagram's V.O. | Reg. 6.50        | FIFTH 6.50 | Old Grandd            | Reg. 6.70 | FIFTH 6.70 |
| Gilbey's Gin   | Reg. 4.19        | FIFTH 4.19 | Jim Beam              | Reg. 4.99 | FIFTH 4.99 |
| Ballantine's   | Reg. 6.83        | FIFTH 6.83 | Beefeaters Gin        | Reg. 5.89 | FIFTH 5.89 |
| Old Taylor     | Reg. 5.75        | FIFTH 5.75 | J & B Imported Scotch | Reg. 7.25 | FIFTH 7.25 |
| Cutty Sark     | Reg. 7.25        | FIFTH 7.25 | Courvoisier Cognac    | Reg. 7.79 | FIFTH 7.79 |
| Calvert Extra  | Reg. 4.89        | FIFTH 4.89 | Kahlua Liqueur        | Reg. 7.95 | FIFTH 7.95 |

|                        |          |                           |                        |          |                    |                    |          |
|------------------------|----------|---------------------------|------------------------|----------|--------------------|--------------------|----------|
| Nestle's Quik          | REG. 45¢ | NEWS                      | Detergent              | REG. 45¢ | DRY MIX            | Knorr Soups        | REG. 39¢ |
| Nestle's Hot Cocoa Mix | REG. 57¢ | Detergent                 | Mild Trend             | REG. 43¢ | Knorr Soups        | Nestle's Morsels   | REG. 44¢ |
| Niblet's Maltcorn      | REG. 23¢ | FOR DISHES & FINE FABRICS | Knorr Soups            | REG. 39¢ | Nestle's Morsels   | Azor Salted Pecans | REG. 89¢ |
| Stearo Bouillon Cubes  | REG. 19¢ | GIANT SIZE                | Chiffon Dinner Napkins | REG. 39¢ | Azor Salted Pecans |                    |          |

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